

## 2019 - 2021 Work Plan: Project Planning

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### PROJECT INFORMATION

Council Goal: Economic Vitality

Strategy: **Build community and economic resiliency in response to COVID-19**

Action/Project: New Industry Development

### OWNER/KEY STAFF

Owner: Carolyn Eagan

Key Staff: Ben Hemson, Matt Stuart

Stakeholders: BEDAB, EDCO, local industry groups, Juniper Ridge Management Advisory Board, other City advisory committees (i.e. Environment and Climate Committee, future DEI committee), and existing and new businesses

### PROJECT DESCRIPTION

In order to cultivate a more resilient economy, we need to continue to diversify our employment base by fostering new industries and/or supporting the adaptation of existing industries. The COVID-19 lock down accelerates this need and calls for alignment with community values including but not limited to the City's adopted Climate Action Plan; DEI; and soon to be adopted TSP.

The City, using CRF or other state/federal funds, will look for ways to incentivize, invest in, and attract new industries that take advantage of changes in the market. In order for our future economy to reflect and support community values, the City should attempt to prioritize industries that are aligned with community priorities and values (i.e. energy efficiency, employment for low-income and/or historically under represented residents, transportation and mobility technologies, etc.)

### PROJECT OBJECTIVES

1. Through BEDAB, make state and federal funds allocated to the City of Bend available to businesses and non-profits who want to take advantage of new markets, changing customer demand (ie remote work and energy efficiency)
2. Adopt new or revise existing policies and regulations to support new industry development
3. Create a business relocation program that leverages existing city-owned employment land to incentivize new job creation
4. Considering likely change to supply chains as a result of COVID -19 disruptions, look for opportunity to create more certainty for local businesses
5. Leverage relationships with partner agencies to create and, when appropriate, administer grant programs

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6. Align City department efforts such that new investments benefits the broadest group of stakeholders

### PROJECT COMPLETION/SUCCESS

1. Track CRF and state/federal funds
2. Apply for and receive CRF, other state and federal and private foundation funds
3. Through BEDAB, make direct allocation of funds to business/non-profit grant programs
4. Land sales and new development in Juniper Ridge
5. Increase employment in non-service sector industries

### COUNCIL ACTIONS REQUIRED

- Adopt revised Economic Vitality Goal
- Advocate for timely allocation of CRF and state/federal funds to the City of Bend and businesses/non-profits in the City of Bend
- Allocate contracts to economic development partners to administer grant programs

### OVERALL PROJECT TIMELINE

*The overall timeline could include: Key project milestones, project decision points, outreach opportunities, Leadership Team discussions, Committee meetings and Council interactions and actions (including contract awards). Please specify anticipated Council dates.*

DATE	ACTIVITY
July 15	Adopt revised Economic Vitality Goal
Ongoing	Advocate for local allocation of CRF
Late Summer	Review revised BEDAB Strategic Plan
Early Fall	Review possible revisions to EDCO annual scope of work
Early Fall	Adopt some land use or other policy changes to support

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